

138 Conant Street Beverly, MA 01915

American Rambler Production

Brand Product Agency Billing Type Comments Account Types Phone/Fax Buyer Name Sales Office Salesperson Advertiser Schedule Dates Contract # Romney/P/R (15707) 10/10/12-10/16/12 Local/Political Candidate Agency ROMNEY/498 10/10-10/16/12 (202) 567-6193 / Kincaid, Stephanie WJLA - Core Team Petro, Susan (1110) Romney for President (67445) Political-Political (1088) American Rambler Production (5128) 198188 Package Deal Order Type Demo Date Entered Sales Tax Net Total Commission Commission % Headline # 60-OP **Entered By** Last Modified 10/10/12 10/09/12 ő 15.00 Susan Petro \$167,726.25 \$29,598.75 Normal

Grand Total:	Oct. 2012	By Broadcast Month Spots	WJLA Arlington (WJLA)
114	114	nth Spots	n (WJLA)
\$197,325.00	\$197,325.00	Rate	

Accepted-		9.0	8.0	7.0	6.0	5.0	4.0	3.0.1	3.0	2.0	1.0	line
Accepted-Agency/Advertiser:		9.0 Normal Line / SPOT	8.0 Normal Line / SPOT	7.0 Normal Line / SPOT	6.0 Normal Line / SPOT	5.0 Normal Line / SPOT	4.0 Normal Line / SPOT	3.0.1 Preempt	3.0 Normal Line / SPOT	2.0 Normal Line / SPOT	1.0 Normal Line / SPOT	Line Type / Break Type (Ref #)
		10/13/12-10/13/12	10/12/12-10/12/12	10/12/12-10/12/12	10/12/12-10/12/12	10/16/12-10/16/12	10/15/12-10/15/12	10/11/12	10/11/12-10/11/12	10/12/12-10/12/12	10/16/12-10/16/12	Dates
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		:30 6:58A- ABCGOOD MORNING AMERICA SAT	:30 10P- ABC20/20	:30 9:01P- ABC-WHAT WOULD YOU DO?	:30 7:57P- ABCSHARK TANK	:30 7:57P- ABCDANCING WITH THE STARS RESULTS	:30 10:01P- ABCCASTLE		:30 11:35P- ABC-ABC NIGHTLINE	:30 11P- NEWS-ABC 7 NEWS @ 11P	:30 9P- ABC-ABC NEWS	Kun imes
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		\$250.00	\$3,500.00	\$2,500.00	\$1,500.00	\$8,500.00	\$5,500.00		\$1,000.00	\$1,600.00	\$7,000.00	Rate
Composito		\$500.00	\$3,500.00	\$2,500.00	\$1,500.00	\$8,500.00	\$5,500.00			\$1,600.00	\$7,000.00	1003
		\$500.00 WJLA Arlington (WJLA)	\$3,500.00 WJLA Arlington (WJLA)	\$2,500.00 WJLA Arlington (WJLA)	\$1,500.00 WJLA Arlington (WJLA)	\$8,500.00 WJLA Arlington (WJLA)	\$5,500.00 WJLA Arlington (WJLA)	WJLA Arlington (WJLA)	WJLA Arlington (WJLA)	\$1,600.00 WJLA Arlington (WJLA)	\$7,000.00 WJLA Arlington (WJLA)	SIGNOIL
								No Avail/Exception -				Colilliance
		10/9/12	10/9/12	10/9/12	10/9/12	10/9/12	10/9/12		10/9/12	10/9/12	10/9/12	cutered



Product Brand

Agency Advertiser Schedule Dates

Beverly, MA 01915 American Rambler Production 138 Conant Street

Comments Billing Type Account Types

Local/Political Candidate Agency ROMNEY/498 10/10-10/16/12

> Sales Tax Net Total

Commission

Phone/Fax **Buyer Name** Sales Office Salesperson

(202) 567-6193 /

Contract # Kincaid, Stephanie WJLA - Core Team Petro, Susan (1110) Romney for President (67445) Political-Political (1088) American Rambler Production (5128) Romney/P/R (15707) 10/10/12-10/16/12 198188 6 9 Demo Last Modified Commission % Package Deal Order Type **Entered By** Date Entered Headline # 10/10/12 8 Susan Petro 10/09/12 Normal

15.00 \$167,726.25 \$29,598.75 By Broadcast Month Spots
Oct. 2012 114 Grand Total: WJLA Arlington (WJLA) 114 \$197,325.00 \$197,325.00

10/9/12		\$1,600.00 WJLA Arlington (WJLA)	\$1,600.0	\$800.00	2	2		:30 6:30P- NEWS-ABC 7 NEWS @ 630P	4	10/14/12-10/14/12	18.0 Normal Line / SPOT	18.0
	No Avail/Exception -	WJLA Arlington (WJLA)								10/14/12	17.0.2 Closed Preempt	17.0.2
	No Avail/Exception -	WJLA Arlington (WJLA)								10/14/12	17.0.1 Closed Preempt	17.0.1
10/9/12		WJLA Arlington (WJLA)		\$1,000.00		2		:30 6P- ABCABC WORLD NEWS TONIGHT	4	10/14/12-10/14/12	17.0 Normal Line / SPOT	17.0
10/9/12		\$18,000.00 WJLA Arlington (WJLA)	\$18,000.0	\$18,000.00		1		:30 9:57A- ABC-THIS WEEK	4.	10/14/12-10/14/12	16.0 Normal Line / SPOT	16.0
10/9/12		\$4,400.00 WJLA Arlington (WJLA)	\$4,400.0	\$2,200.00	2	2	L	:30 9A- INSIDE WASHINGTON	A	10/14/12-10/14/12	15.0 Normal Line / SPOT	15.0
10/9/12		\$1,000.00 WJLA Arlington (WJLA)	\$1,000.00	\$500.00	2	2		:30 7:58A- ABC-GOOD MORNING AMERICA SUN	ω	10/14/12-10/14/12	14.0 Normal Line / SPOT	14.0
10/9/12		\$650.00 WJLA Arlington (WJLA)	\$650.00	\$650.00		1		:30 11:30P- NEWS-ABC 7 NEWS @ 11P	4	10/13/12-10/13/12	13.0 Normal Line / SPOT	13.0
10/9/12		\$225.00 WJLA Arlington (WJLA)	\$225.01	\$225.00	1	1		:30 12:35A- CASTLE	4	10/13/12-10/13/12	12.0 Normal Line / SPOT	12.0
10/9/12		\$3,600.00 WJLA Arlington (WJLA)	\$3,600.00	\$1,200.00	LJJ.	ω		:30 7:28P- SPORTSABC CAR RACING PRIME	4	10/13/12-10/13/12	11.0 Normal Line / AUTO	11.0
10/9/12		\$5,000.00 WJLA Arlington (WJLA)	\$5,000.00	\$2,500.00	N	2		:30 11:58A- SPORTSABC COLLEGE FOOTBALL DOUBLEHEADER	4	10/13/12-10/13/12	10.0 Normal Line / COLLEGE FOOTBALL	10.0
Entered	Comments	Station	Total	Rate	Spots	No Tu We Th Fr Sa Su	SPW Mo	Length Run Times	Sec Ler	Dates	Line Type / Break Type (Ref #)	Line

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.

Accepted-Agency/Advertiser

Date:

Accepted-Station:



WJLA 1100 Wilson Blvd. 6th Floor Arlington, VA 22209

> Product Agency

Contract #

Schedule Dates

10/10/12-10/16/12 198188

Advertiser Romney/P/R (15707) Political-Political (1088) Romney for President (67445) American Rambler Production (5128)

Demo CO-OP Last Modified Date Entered **Entered By** Headline #

8

10/10/12 Susan Petro 10/09/12

Oct. 2012 Grand Total:

114

114

WJLA Arlington (WJLA)

By Broadcast Month Spots \$197,325.00 \$197,325.00

A postori		29.0	28.0	27.0	26.0	25.0	24.0	23.0	22.0	21.0	20.0	19.0	Line				Беуе	138 0	Amer	
Accounted - Account Advantages		29.0 Normal Line / SPOT	28.0 Normal Line / SPOT	27.0 Normal Line / SPOT	26.0 Normal Line / SPOT	25.0 Normal Line / SPOT	24.0 Normal Line / SPOT	23.0 Normal Line / SPOT	22.0 Normal Line / SPOT	21.0 Normal Line / SPOT	20.0 Normal Line / SPOT	19.0 Normal Line / SPOT	Line Type / Break Type (Ref #)				Beverly, MA 01915	138 Conant Street	American Rambler Production	
		10/15/12-10/16/12	10/15/12-10/16/12	10/15/12-10/16/12	10/15/12-10/16/12	10/15/12-10/16/12	10/15/12-10/16/12	10/15/12-10/16/12	10/15/12-10/16/12	10/14/12-10/14/12	10/14/12-10/14/12	10/14/12-10/14/12	Dates							
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		نن	ıώ		ü	ii	ü	ı.	ii	::	ننا	ı.	Length	Comments	Billing Type	Account Types		Phone/Fax	Buyer Name	00100
COMI	CONF	:30 3:58P- KATTE COURTC	:30 3:01P- ANDERSON COOPER SHOW	:30 2P- ABCGENERAL HOSPITAL	:30 12:57P- ABCTHE CHEW	:30 11:59A- NEWS-ABC 7 NEWS	:30 10:58A- ABCTHE VIEW	:30 10A- RACHAEL RAY	:30 6:59A- ABCGOOD MORNING AMERICA	:30 11P- NEWS-ABC 7 NEWS @	:30 9P- ABC-REVENGE	:30 6:58P- ABCAMERICA'S FUNNIEST HOME VIDEOS	Run Times		Standard	les Local/Political Candidate Agency	ROMNEY/498 10/10-10/16/12	(202) 567-6193 /	Kincaid,Stephanie	אינולי כטות וכמווו
	NEIRMATION O	1 1	1	1	1 1	12	1 1	1 1	2 2				SPW Mo Tu We Th Fr			Indidate Agency)/10-10/16/12		m	111
	ONTRA									2	1	2	r Sa Su Spots			Sales Tax	Net Total	Commission	Commi	1
	7	2 \$1,200.00	2 \$800.00	2 \$1,000.00	2 \$700.00	2 \$500.00	2 \$1,200.00	2 \$400.00	4 \$650.00	2 \$800.00	1 \$5,000.00	2 \$1,500.00	s Rate			ах			%	
													Total				\$167,726.25	\$29,598.75	15.00	
		\$2,400.00 WJLA Arlington (WJLA)	\$1,600.00 WJLA Arlington (WJLA)	\$2,000.00 WJLA Arlington (WJLA)	\$1,400.00 WJLA Arlington (WJLA)	\$1,000.00 WJLA Arlington (WJLA)	\$2,400.00 WJLA Arlington (WJLA)	\$800.00 WJLA Arlington (WJLA)	\$2,600.00 WJLA Arlington (WJLA)	\$1,600.00 WJLA Arlington (WJLA)	\$5,000.00 WJLA Arlington (WJLA)	\$3,000.00 WJLA Arlington (WJLA)	Station			_				
													Comments							
		10/9/12	110/9/12	10/9/12	10/9/12	10/9/12	10/9/12	10/9/12	10/9/12	10/9/12	10/9/12	10/9/12	Entered							

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Product

Agency Advertiser

Brand

Beverly, MA 01915 138 Conant Street American Rambler Production

> Phone/Fax **Buyer Name**

Sales Office Salesperson

WJLA - Core Team

Kincaid,Stephanie (202) 567-6193 /

Comments Billing Type Account Types

ROMNEY/498 10/10-10/16/12

Local/Political Candidate Agency

Line

31.0 Normal Line / SPOT

30.0 Normal Line / SPOT

Contract # Petro, Susan (1110) Romney/P/R (15707) Romney for President (67445) Political-Political (1088) American Rambler Production (5128) 10/10/12-10/16/12 198188 Order Type Demo 9 **Entered By** Headline # Last Modified Date Entered 8

Package Deal Susan Petro 10/10/12 10/09/12 Normal Oct. 2012 Grand Total: By Broadcast Month WJLA Arlington (WJLA)

> *197,325.00 \$197,325.00

\$167,726.25 15.00 \$29,598.75

Sales Tax Net Total Commission Commission %

Line Type / Break Type (Ref #) 10/11/12-10/12/12 10/15/12-10/15/12 10/16/12-10/16/12 10/16/12-10/16/12 10/15/12-10/15/12 10/15/12-10/16/12 10/15/12-10/16/12 10/11/12 10/11/12-10/12/12 10/11/12-10/12/12 Dates Sec Length Date! :30 11:35P- ABC-ABC NIGHTLINE :30 4:58P- NEWS-ABC 7 NEWS :30 6:59A- ABC--GOOD MORNING AMERICA :30 11:35P- ABC--ABC NIGHTLINE :30 11P- NEWS-ABC 7 NEWS @ 11P :30 11P- NEWS-ABC 7 NEWS @ :30 5:59P- NEWS-ABC 7 NEWS @ 6P :30 10:58A- ABC--THE VIEW :30 10A- RACHAEL RAY Run Times Accepted-Station: CONFIRMA SPW Mo Tu We Th Fr ω Sa Su Spots RAC \$1,200.00 \$1,600.00 \$1,000.00 \$1,600.00 \$1,500.00 Rate \$1,000.00 \$650.00 \$400.00 \$900.00 <u>당</u> \$1,600.00 WJLA Arlington (WJLA) \$1,800.00 WJLA Arlington (WJLA) \$1,200.00 WJLA Arlington (WJLA) \$1,000.00 WJLA Arlington (WJLA) \$1,600.00 WJLA Arlington (WJLA) \$6,000.00 WJLA Arlington (WJLA) \$3,250.00 WJLA Arlington (WJLA) \$3,600.00 WJLA Arlington (WJLA) \$1,000.00 WJLA Arlington (WJLA) WJLA Arlington (WJLA) Station No Avail/Exception -Comments 10/9/12 10/9/12 10/9/12 10/9/12 10/9/12 10/9/12 10/9/12 10/9/12 10/9/12 Entered

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Accepted-Agency/Advertiser

38.0.1 Preempt

37.0 Normal Line / SPOT

36.0 Normal Line / SPOT 35.0 Normal Line / SPOT

38.0 Normal Line / SPOT

34.0 Normal Line / SPOT

33.0 Normal Line / SPOT 32.0 Normal Line / SPOT



Arlington, VA 22209

Beverly, MA 01915 American Rambler Production 138 Conant Street

WJLA 1100 Wilson Blvd. 6th Floor Brand Product Agency

Schedule Dates Advertiser Political-Political (1088) Romney/P/R (15707) American Rambler Production (5128) 10/10/12-10/16/12

Contract #

198188

Billing Type Sales Office Salesperson Account Types **Buyer Name** Local/Political Candidate Agency ROMNEY/498 10/10-10/16/12 (202) 567-6193 / Kincaid, Stephanie WJLA - Core Team Petro, Susan (1110) Romney for President (67445)

Phone/Fax

Comments

60-0P Demo **Entered By** Last Modified Date Entered Headline # 10/09/12 8

Susan Petro 10/10/12

\$167,726.25 15.00 \$29,598.75 Normal

Sales Tax

Commission Commission % Package Deal Order Type Net Total

> By Broadcast Month Oct. 2012 Grand Total: WJLA Arlington (WJLA) 114

Rate \$197,325.00 \$197,325.00

			Comments:	Date:			on:	Accepted-Station:	e.	Date:		dvertiser:	ccepted-Agency/Advertiser
					RAC	N CONT	CONFIRMATION CONTRAC	CONF					
10/9/12		\$1,800.00 WJLA Arlington (WJLA)	\$1,800.00	\$900.00	2	1 1		:30 4:58P- NEWS-ABC 7 NEWS @ 5P	:30 4:58P- NE @ 5P	4	10/11/12-10/12/12		49.0 Normal Line / SPOT
10/9/12		\$1,200.00 WJLA Arlington (WJLA)	\$1,200.00	\$1,200.00			1	ATTE COURTC	:30 3:58P- KATIE COURIC	4	10/10/12-10/10/12		48.0 Normal Line / SPOT
10/9/12		\$2,400.00 WJLA Arlington (WJLA)	\$2,400.00	\$1,200.00	2	1 1		ATTE COURTC	:30 3:58P- KATTE COURTC	4	10/11/12-10/12/12		47.0 Normal Line / SPOT
10/9/12		\$800.00 WJLA Arlington (WJLA)	\$800.00	\$800.00	Д		1	:30 3:01P- ANDERSON COOPER SHOW	:30 3:01P- AI SHOW	4	10/10/12-10/10/12		46.0 Normal Line / SPOT
10/9/12		\$1,600.00 WJLA Arlington (WJLA)	\$1,600.00	\$800.00	2	1		:30 3:01P- ANDERSON COOPER SHOW	:30 3:01P- AN SHOW	4	10/11/12-10/12/12		45.0 Normal Line / SPOT
10/9/12		\$1,000.00 WJLA Arlington (WJLA)	\$1,000.00	\$1,000.00	Д		1	-GENERAL	:30 2P- ABCGENERAL HOSPITAL	4	10/10/12-10/10/12		44.0 Normal Line / SPOT
10/9/12		\$2,000.00 WJLA Arlington (WJLA)	\$2,000.00	\$1,000.00	2	1 1		-GENERAL	:30 2P- ABCGENERAL HOSPITAL	4	10/11/12-10/12/12		43.0 Normal Line / SPOT
10/9/12		\$700.00 WJLA Arlington (WJLA)	\$700.00	\$700.00	L		1	:30 12:57P- ABC-THE CHEW	:30 12:57P- A	4	10/10/12-10/10/12		42.0 Normal Line / SPOT
10/9/12		\$1,400.00 WJLA Arlington (WJLA)	\$1,400.00	\$700.00	2	1 1		:30 12:57P- ABCTHE CHEW	:30 12:57P- A	4	10/11/12-10/12/12		41.0 Normal Line / SPOT
10/9/12		\$500.00 WJLA Arlington (WJLA)	\$500.00	\$500.00	р.		1	:30 11:59A- NEWS-ABC 7 NEWS @ NOON	:30 11:59A- N @ NOON	4	10/10/12-10/10/12		40.0 Normal Line / SPOT
:10/9/12		\$1,000.00 WJLA Arlington (WJLA)	\$1,000.00	\$500.00	2	1 1		:30 11:59A- NEWS-ABC 7 NEWS @ NOON	:30 11:59A- N @ NOON	4	10/11/12-10/12/12		39.0 Normal Line / SPOT
Entered	Comments	Station	Total	Rate	Spots	Th Fr Sa Su	SPW Mo Tu We T	Run Times SF		Sec Length	Dates	Line Type / Break Type (Ref #)	Line Line 1



Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Beverly, MA 01915 138 Conant Street American Rambler Production

Comments

Billing Type Account Types 엹

ROMNEY/498 10/10-10/16/12

Local/Political Candidate Agency

Sales Tax

Net Total

Buyer Name

Sales Office Salesperson

Phone/Fax

(202) 567-6193 /

WJLA 1100 Wilson Blvd. 6th Floor Brand Agency Advertiser Schedule Dates Product

Contract #

10/10/12-10/16/12 198188

Petro, Susan (1110) Political-Political (1088) Romney/P/R (15707) Romney for President (67445)

American Rambler Production (5128) KIncald, Stephanie WJLA - Core Team

Demo

60-00 **Entered By** Date Entered Headline # Last Modified 10/09/12 8

Order Type Commission Commission % Package Deal 15.00 Normal

Susan Petro 10/10/12

\$167,726.25 \$29,598.75

Grand Total:

114 \$197,325.00 \$197,325.00

WJLA Arlington (WJLA)

By Broadcast Month Spots

Oct. 2012 114

			Comments:	Date:			tion:	e: Accepted-Station	Date:		Accepted-Agency/Advertiser:	ccepted-A
					RAC	CONFIRMATION CONTR	FIRN	CON				
10/9/12		\$1,000.00 WJLA Arlington (WJLA)	\$1,000.00	\$1,000.00	ь	р		:30 11:35P- ABCABC NIGHTLINE	4	10/10/12-10/10/12	58.0 Normal Line / SPOT	58.0 N
10/9/12		\$1,000.00 WJLA Arlington (WJLA)	\$1,000.00	\$1,000.00		1		:30 11:35P- ABCABC NIGHTLINE	4	10/12/12-10/12/12	57.0 Normal Line / SPOT	57.0 N
10/9/12		\$1,000.00 WJLA Arlington (WJLA)	\$1,000.00	\$1,000.00		н		:30 11:35P- ABCABC NIGHTLINE	4	10/11/12-10/11/12	56.0 Normal Line / SPOT	56.0 N
10/9/12		\$1,600.00 WJLA Arlington (WJLA)	\$1,600.00	\$1,600.00	L	ц		:30 11P- NEWS-ABC 7 NEWS @	4	10/10/12-10/10/12	55.0 Normal Line / SPOT	55.0 N
10/9/12		\$1,600.00 WJLA Arlington (WJLA)	\$1,600.00	\$1,600.00		1		:30 11P- NEWS-ABC 7 NEWS @	4	10/12/12-10/12/12	54.0 Normal Line / SPOT	54.0 N
10/9/12		\$1,600.00 WJLA Arlington (WJLA)	\$1,600.00	\$1,600.00	Д.	ju.		:30 11P- NEWS-ABC 7 NEWS @	4	10/11/12-10/11/12	53.0 Normal Line / SPOT	53.0 N
10/9/12		\$3,000.00 WJLA Arlington (WJLA)	\$3,000.00	\$1,500.00	2	2		:30 5:59P- NEWS-ABC 7 NEWS @ 6P	4	10/10/12-10/10/12	52.0 Normal Line / SPOT	52.0 N
10/9/12		\$6,000.00 WJLA Arlington (WJLA)	\$6,000.00	\$1,500.00	4	2 2		:30 5:59P- NEWS-ABC 7 NEWS @ 6P	4	10/11/12-10/12/12	51.0 Normal Line / SPOT	51.0 N
10/9/12		\$900.00 WJLA Arlington (WJLA)	\$900.00	\$900.00		144		:30 4:58P- NEWS-ABC 7 NEWS @ 5P	4	10/10/12-10/10/12	50.0 Normal Line / SPOT	50.0 N
Entered	Comments	Station	Total	Rate	Spots	o Tu We Th Fr Sa Su	SPW Mo	Run Irmes	Sec Lengur	Dates	Line Type / Break Type (Ref #)	Line



WJLA 1100 Wilson Blvd. 6th Floor Arlington, VA 22209

Beverly, MA 01915 138 Conant Street American Rambler Production

Comments

Brand Agency Schedule Dates Advertiser Product

Contract #

198188

Salesperson Romney for President (67445) Political-Political (1088) Romney/P/R (15707) 10/10/12-10/16/12 American Rambler Production (5128)

Billing Type Account Types Buyer Name Petro, Susan (1110) ROMNEY/498 10/10-10/16/12 KIncaid, Stephanie Local/Political Candidate Agency (202) 567-6193 / WJLA - Core Team

Sales Office

Phone/Fax

Sales Tax

Net Total Commission

\$167,726.25 \$29,598.75

Demo CO-OP Date Entered Order Type Entered By Commission % Package Deal Headline # Last Modified 8 10/09/12 15.00 Susan Petro 10/10/12 Normal

WJLA Arlington (WJLA)

By Broadcast Month Spots

Rate

	Grand Total:	Oct. 2012
- 1	n e	
	114	114
	\$197,325.00	\$197,325.00
	0	0

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo Tu	We Th Fr Sa Su	Spots	Rate	Total	1	Station	Station Comments
59.0 No	59.0 Normal Line / SPOT	10/11/12-10/12/12	w	:30	:30 6A- NEWS-GOOD MORNING WASHINGTON @6A			1 1	2		\$900.00		\$900.00 \$1,800.00 WJLA Arlington (WJLA)	
60.0 No	60.0 Normal Line / SPOT	10/15/12-10/16/12	ω	:30	:30 6A- NEWS-GOOD MORNING WASHINGTON @6A		2 1		w		\$1,400.00		\$1,400.00 \$4,200.00 WJLA Arlington (WJLA)	
61.0 No	61.0 Normal Line / SPOT	10/11/12-10/12/12	ω	:30	:30 9A- LIVE!			1 1	2		\$1,000.00		\$1,000.00 \$2,000.00 WJLA Arlington (WJLA)	
62.0 No	62.0 Normal Line / SPOT	10/15/12-10/16/12	4	:30	:30 9A- LIVE!		1 1			2	2 \$400.00		2 \$400.00 \$800.00 WJLA Arlington (WJLA)	
63.0 No	63.0 Normal Line / SPOT	10/11/12-10/12/12	ω	:30	:30 6:58P- WHEEL OF FORTUNE			1 1		ш	1 \$4,500.00		1 \$4,500.00 \$4,500.00 WJLA Arlington (WJLA)	
63.0.1 Preempt	empt	10/11/12							Т				WJLA Arlington (WJLA)	WJLA Arlington (WJLA) No Avail/Exception -
64.0 No	64.0 Normal Line / SPOT	10/11/12-10/12/12	w	:30	:30 7:27P- JEOPARDY			1 1		2	2 \$5,000.00		2 \$5,000.00 \$10,000.00 WJLA Arlington (WJLA)	
65.0 No	65.0 Normal Line / SPOT	10/15/12-10/16/12	4	:30	:30 6:58P- WHEEL OF FORTUNE		1			2	2 \$3,000.00		2 \$3,000.00 \$6,000.00 WJLA Arlington (WJLA)	
66.0 No	66.0 Normal Line / SPOT	10/15/12-10/16/12	u	:30	:30 7:27P- JEOPARDY		1			2	2 \$5,000.00		2 \$5,000.00 \$10,000.00 WJLA Arlington (WJLA)	
67.0 M/	67.0 M/G For 17.0.1,17.0.2 / SPOT	10/14/12-10/14/12	ω	:30	:30 6P- ABCABC WORLD NEWS TONIGHT			2		_	\$2,000.00		\$2,000.00 W3LA Arlington (W3LA)	
67.0.1 Preempt	eempt	10/14/12								-			WJLA Arlington (WJLA)	W3LA Arlington (W3LA) No Avall/Exception -
67.0.2 Preempt	empt	10/00/00							П				WJLA Arlington (WJLA)	WJLA Arlington (WJLA) No Avail/Exception -
_		10/14/12							◡	5_		ACT	ACT	ACT
Accepted-Agency/Advertiser:		10/14/12	١		CON	FR	MAT	CONFIRMATION CONTR				4	(-



WJLA 1100 Wilson Blvd. 6th Floor Arlington, VA 22209

Brand

Product Agency

Beverly, MA 01915 138 Conant Street American Rambler Production

> Sales Office Salesperson

Comments

Billing Type

Account Types

Phone/Fax

Buyer Name

Kincaid,Stephanle WJLA - Core Team Petro, Susan (1110)

(202) 567-6193 /

ROMNEY/498 10/10-10/16/12

Local/Political Candidate Agency

Advertiser Schedule Dates Contract # Romney/P/R (15707) Political-Political (1088) 10/10/12-10/16/12 American Rambler Production (5128) 198188

Romney for President (67445) Demo

ဝှဝ **Entered By** Last Modified Date Entered Headline # 10/09/12 8

Order Type Susan Petro

Normal

15.00 \$29,598.75

10/10/12

Commission % Package Deal

Sales Tax Net Total Commission \$167,726.25

By Broadcast Month Spots WJLA Arlington (WJLA)

Rate

	Grand Total:	Oct. 2012
	114	114
	\$197,325.00	\$197,325.00

Accepted			68.0	Line
Accepted-Agency/Advertiser:			68 0 Normal Line / SPOT	Line Type / Break Type (Ref #)
			10/14/12-10/14/12	Dates
		3		æ
Date:				Sec Length
Accepted-Station:	CON	TIME	RIP- ARCONCE LIDON A	h Run Times
tation:	FIR			SPW Mo
	CONFIRMATION CONTRACT			Mo Tu We Th Fr
	ON.			Sa
	ΓRΑ		-1	Su Spots
Da	CT			
Date:			\$16,000,00	Rate
Comments:			\$16 000 00	Total
			\$16 DOD OD WILL A Principle (MILE)	Station
				Comments
			10/10/17	Entered

Susan Petro

From:

Susan Petro

Wednesday, October 10, 2012 10:56 AM Sent:

To: 'Stephanie Kincaid' Subject: FW: Est 498

I never heard back from you on this. What I will do is reduce your frequency in the below affected areas – keeping total dollars the same. Please let me know if this is not what you want to do.

Thank you.

From: Susan Petro

Sent: Tuesday, October 09, 2012 12:16 PM

To: 'Stephanie Kincaid' Subject: Est 498

Stephanie:

Below are the areas that I am having issues clearing due to inventory.

10/10-10/12

GMW at 6a 600 • 3x LIVE w/Kelly 400 3x Wheel 3x 3000 Jeopardy 3x 2400 8000 Once Upon 2x

5000 - can clear 1x Revenge 2x

10/15-10/16

Wheel 2x 2200 Jeopardy 2x 2400 Mon Dancing 8000

Tu Dancing Res 1x 8500 - Program running 8-9p - will move there

Private Prac 1x 7000 - Program not running - Debate - can keep spot in Debate

Please let me know what you want to do. Thank you.

Susan Petro

Account Executive WJLA-ABC7 1100 Wilson Blvd., 6th Floor Arlington, VA 22209 703-236-9606 - Direct Line 703-236-2341 - Fax spetro@wjla.com